

SUMMER INTERNSHIP PROGRAM
at
FIBROHEAL WOUNDCARE PVT LTD

From 01/05/24 to 30/06/24

A REPORT BY
Pratik Patil
Master of Business Administration
PHARMACEUTICAL MANAGEMENT
2023-25

under the Mentorship of
Dr. Saurabh Kumar Banerjee
Associate Professor





COMPLETION CERTIFICATE

This is to certify that Mr. **PRATIK PATIL** of Batch 2023-2025 of School of Pharmaceutical Management, IIHMR University, Jaipur. Has worked with our organisation for his summer internship from 01-05-2024 to 30-06-2024. The work carried out by him and performance shown by him during the period was found Excellent. This certificate is being issued to meet the requirement of the University.

A handwritten signature in blue ink, appearing to read "Vivek Mishra", is written over a horizontal line. The signature is stylized with a large, sweeping flourish.

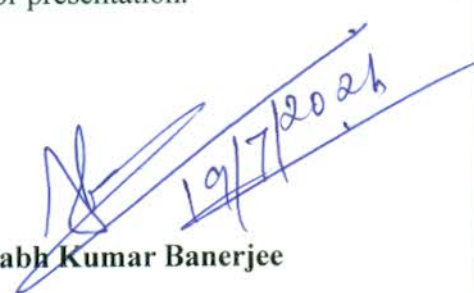
Vivek Mishra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Pratik Patil** of academic year 2023-25
of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a
poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 19/07/2024

A handwritten signature in blue ink, slanted upwards to the right, with the date '19/7/2024' written next to it.

Dr. Saurabh Kumar Banerjee

Associate Professor

Introduction:

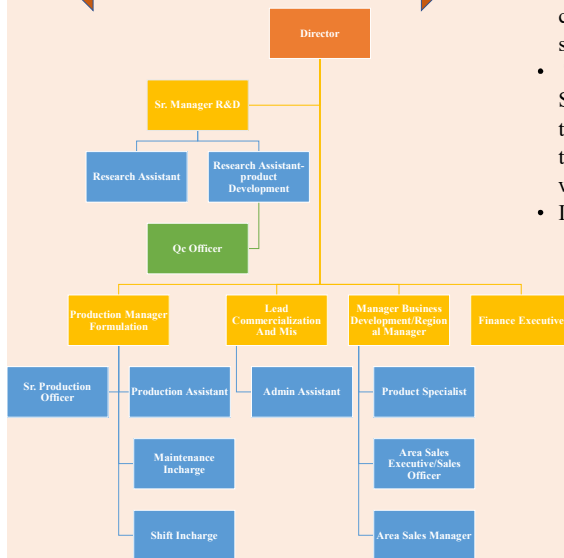
FIBROHEAL WOUND CARE PVT. LTD: It is a biotech and healthcare start-up that focuses on using silk proteins as a biomaterial for wound healing. They specialize in developing innovative, advanced, and active wound care products to heal acute, chronic, non-healing, slow-healing, or difficult-to-heal wounds.

Vision:

Our mission is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

Mission:

To provide value-added advance and active wound care products and services derived from silk proteins; while at the same time, remaining humble and responsible towards society and ensuring that every aspect of our business is conducted with integrity and excellence. Our ambition is to develop products & services that enhance quality of life of the people. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.

Organogram**The usefulness of the internship:**

- Exposure of the Industry
- Career Exploration
- Networking Opportunities
- Skill Development
- Personal and Professional Growth

Learnings and value addition:

- Understanding the customer behaviour
- Understanding the target audience
- Market research & Analysis
- Sales enhancement strategies.
- Customer relationship management
- Collaboration and teamwork

About the project:

It aims to provide a comprehensive understanding of stretch marks and their management, exploring various treatment approaches and advancements in the field. It will contribute to the existing body of knowledge, potentially guiding healthcare professionals in implementing evidence-based practices for improved outcomes in stretch care.

About Stretch Marks

A stretch mark is a type of scar that develops when our skin stretches or shrinks quickly. The abrupt change causes the collagen and elastin, which support our skin, to rupture. As the skin heals, stretch marks appear.

**PRODUCT PROFILE**

- Silk 'n' Soft is a specially formulated moisturizing cream enriched with silk protein, sweet almond oil, shea butter and glycerine, suitable for all skin types.
- The moisturizing and regenerating properties of Silk protein works at the cellular level by boosting the production of collagen and elastin fibers under the skin, making the skin more elastic and less wrinkled.
- It improves the skin's natural firmness and integrity.

Strength

- Innovative Products
- Research and Development Capabilities
- Experienced Management Team
- Strong Distribution Network

Weakness

- Limited Market Presence
- Limited Product Range
- Reliance on External Suppliers

SWOT Analysis**Opportunities**

- Growing Wound Care Market
- Technological Advancements
- Expansion into New Geographical Markets

Threats

- Intense Competition
- Regulatory and Compliance Requirements
- Economic Factors

Task assigned:

The assigned role includes gathering in-depth product information, considering various sales strategies, visiting doctors, and intensively investigating competitors and the biomaterials currently available in market.

Market research & Analysis:**Market Size by region****Competitors of Silk N Soft**

Product	Company	Quantity	Price
Pregnacream	Meyer Vitabiotics	100ML	350
MOMS stretch marks cream	Himalaya	100ML	530
Mederma stretch marks	Merz Pharma	150GM	1500
Wanish Lotion	Ozone Pharma	100ML	360
Bio Oil	Bio oil Ltd	125ML	700

Visual Aids :**Challenges faced:**

- Dealing with Rejections
- Adapting to changing market dynamics
- Territory Management
- Negotiation
- Building and Maintaining Relationships

Suggestions:

- Provide Training and Support to Sales Team
- Establish Key Partnerships
- Focus on Brand names differentiation.
- Explore Digital Health Solutions

Reporting Format (Weekly)

Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

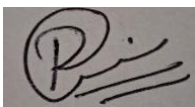
Stream: Pharmaceutical management (PM-15)

Week no: 01

From: 1st May to 05 May

Activity Done	During my summer internship from May 1st to May 5th, I engaged in a comprehensive series of activities aimed at enhancing my understanding of our products, specifically focusing on silk protein, organizational structure, and various aspects of wound healing. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	1. Understanding Key Ingredients in Our Products 2. Understanding Organizational Structure 3. Prepared and Gave a Presentation on Natural Biomaterials, Types, and Use in Wound Healing 4. Prepared Presentation on Wound and Type of Wound Classification
Gaps identified on the working area.	• Communication gap. • Product availability
Suggestions for improvement	• Coordination. • Strategic making should be taught.
Plan for the next week	• Prepare presentation on newly given topics by our mentor and present them.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

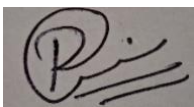
Stream: Pharmaceutical management (PM-15)

Week no: 02

From: 6th May to 11th May 2024

Activity Done	From May 6th to May 11th, I deepened my knowledge of silk proteins and their applications, and I also gained insight into the functionality and market positioning of our products through sessions with our marketing manager. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development.
Gaps identified on the working area.	• Communication gap. • Product availability
Suggestions for improvement	• Coordination. • Strategic making should be taught.
Plan for the next week	• Prepare a presentation on newly given topics by our mentor and present them and also prepare doctors list of self. • Learn about our different products and their usefulness. • Learned about what product to use in different wounds.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

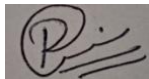
Stream: Pharmaceutical management (PM-15)

Week no: 03

From; 13th May to 18th May 2024

Activity Done	From May 13th to May 18th, I further explored the distinctions between two silk proteins, deepened my understanding of our product functionality through sessions with the marketing manager, and commenced fieldwork to gain hands-on experience in market operations and product promotion. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Coordination. ● Strategic making should be taught.
Plan for the next week	● Make a presentation on the topics recently held by our mentor and present them, and also make a list of doctors about you. ● Learn more about our various products and their benefits. ● Find out which product is used for different injuries. ● Developed strategy to target and present our products to the physician.

Signature of the Student



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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

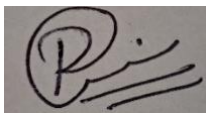
Stream: Pharmaceutical management (PM-15)

Week no: 04

From; 20th May to 25th May 2024

Activity Done	From May 20th to May 25th, I embarked on independent fieldwork, where I focused on expanding our customer base, establishing a new distributor, and promoting our products the territory of Bhopal. My efforts also included promoting our products in major hospitals. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Field mentorship should be good.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

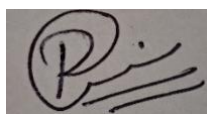
Stream: Pharmaceutical management (PM-15)

Week no: 05

From; 27th May to 1st June 2024

Activity Done	From May 27th to June 1st, I continued my fieldwork, focusing on reviewing progress, expanding the customer base, and promoting our products in key hospitals in Bhopal. Additionally, I received valuable guidance from the Senior Regional Sales Manager of Fibroheal Wound Care and successfully secured my first order from a hospital. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Proper sample availability. ● Decision making.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

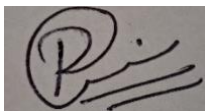
Stream: Pharmaceutical management (PM-15)

Week no: 06

From; 3rd June to 8th June 2024

Activity Done	From June 3rd to June 8th, I participated in my second review meeting, continued promoting our products in Bhopal's hospitals, received further guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care, and successfully secured two additional orders from different hospitals, marking a significant breakthrough. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development.
Gaps identified on the working area.	• Product availability
Suggestions for improvement	• Proper sample availability. • Decision making.
Plan for the next week	• Make list of new hospitals and potential customers. • Planned to target government institutions.

Signature of the Student



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

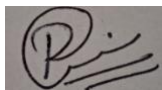
Stream: Pharmaceutical management (PM-15)

Week no: 07

From; - 10th June to 15th June 2024

Activity Done	From June 10th to June 15th, I focused on obtaining feedback on product usage, generating demand in government hospitals, securing an order for our wound aid product, revisiting hospitals to collect feedback. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Proper sample availability. ● Decision making.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Pratik Patil

Roll no: 0549

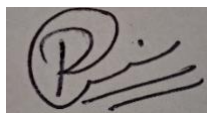
Stream: Pharmaceutical management (PM-15)

Week no: 08

From; - 17th June to 22nd June 2024

Activity Done	From June 17th to June 22nd, I continued my fieldwork, focusing on generating demand in government hospitals, collecting product feedback, promoting products to new doctors and hospitals, and gaining hands-on experience in negotiation and dealing. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development.
Gaps identified on the working area.	• Product availability
Suggestions for improvement	• Proper sample availability. • Decision making.
Plan for the next week	• Prepare a presentation on newly given topics by our mentor and present them and also prepare doctors list of self. • Learn about our different products and their usefulness. • Learned about what product to use in different wounds.

Signature of the Student



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Reporting Format (Weekly)

Name of the Student: Pratik Patil

Roll no: 0549

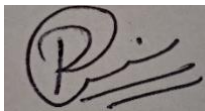
Stream: Pharmaceutical management (PM-15)

Week no: 09

From; - 24th June to June 29th

Activity Done	From June 24th to June 29th, I continued my fieldwork, focusing on gathering product feedback, gaining negotiation experience, preparing visual aids, performing competitive analysis, and developing a brand plan. I presented my findings and plans to key company leaders, including the CEO, Marketing Manager, and field mentors. Below is a detailed account of the key activities and learnings during this period.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Proper sample availability. ● Decision making.
Plan for the next week	● None

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: **Fibroheal Woundcare Pvt. Ltd.**

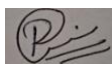
Name of the Student: **Pratik Patil**

Roll no: 0549

Stream: Pharmaceutical management (PM-15)

Activity Done	Learned about silk proteins, product functionality, market positioning. Deepened knowledge of silk proteins, product functionality, marketing strategies. Explored silk protein distinctions, product functionality, market operations. Differentiated silk protein types, enhanced understanding of product features. Independent fieldwork: customer base expansion, distributor establishment, product promotion (Bhopal hospitals). Gained practical experience in sales, marketing, and customer acquisition, secured first hospital order. Continued fieldwork, secured more hospital orders, reviewed product usage, generated demand in government hospitals. Honed negotiation skills, gathered customer feedback, developed brand plan and competitive analysis.
Linking theory (Classroom learning) with practice at your organization	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified in the working area.	● Communication gap. ● Product Availability
Suggestions for improvement	● Proper sample availability. ● Decision making. ● Field mentor should be good. ● Coordination. ● Strategic making should be taught.

Signature of the Student



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